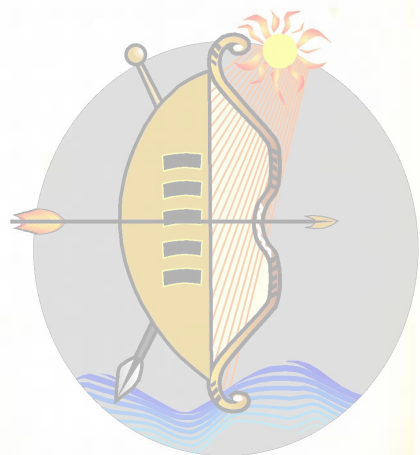


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THE NEW REPUBLIC BANK  
MELA INDIA  
1985

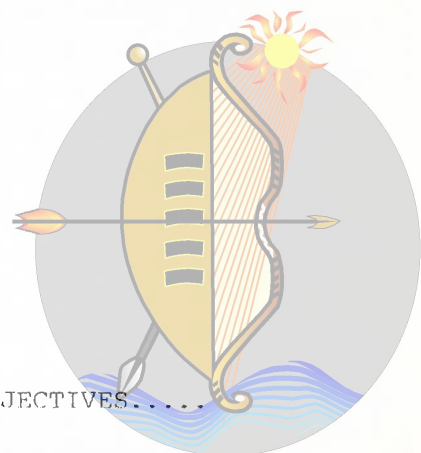


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- \* OBJECTIVES
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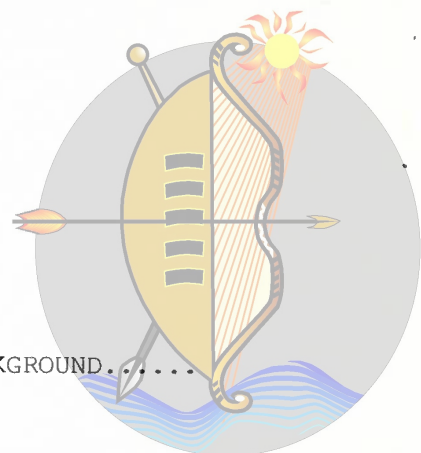
- \* LAYOUT OF THE 1985 SHOW



OBJECTIVES.....

## OBJECTIVES

1. To create a platform for marketers to promote their products/services to a specific target market.
2. To give businessmen the opportunity to increase awareness and enhance the image of their product/service and Company to their specific target market.
3. To give the public an opportunity to gather information about products and services related to their specific interests and in so doing, satisfy their immediate and future needs and desires.
4. To provide entertainment for the public.



BACKGROUND.....

## BACKGROUND

### 1. HISTORY

Promotion Mix Company was formed in 1981, and amongst our Exhibitions are the Nivea Woman's World Fairs (Durban and Cape Town), Leisure International (formally the Sport Travel and Leisure Exposition), the NBS House and Garden Show and now Mela India. These Shows have enabled the Company to become the market leader in Specialised Consumer Exhibitions in Natal.

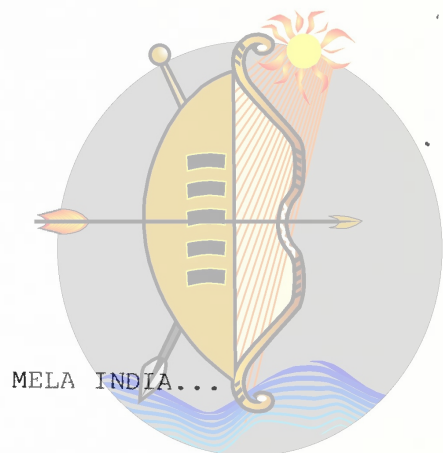
### 2. CONCEPT

Formalised research through Market Research Africa and our own department, has brought to light that none of the specialised consumer exhibitions in Durban caters for the needs and tastes of the Indian community.

The creation of MELA INDIA, which can be interpreted as Fair India, Fair of India or India Fair, will undoubtedly satisfy these needs.

### 3. DEMOGRAPHICS

MELA INDIA will - as a Promotional Medium - cater mainly for the Indian Community. The Organisers anticipate other race groups visiting the Fair, incorporating a cross section of all ages, mainly in the middle to upper income brackets.



## MELA INDIA

The Exhibition has been designed to highlight the contribution made by the Indian Community towards South Africa's economic, educational and cultural achievements.

MELA INDIA will be a cultural experience, where the Indian Community will be able to trace its heritage through food and spice tastings, illustrating the different cooking styles in 14 regions of India. Classical and Cultural dance, music, entertainment and costumes imported from different provinces in India will make MELA INDIA an experience and educational event that no member of the Indian Community would wish to miss.

The exhibition will run for ten days at the Pavilion Centre, from 8 to 17 March 1985. Bearing in mind the vast Indian population in Durban and Pietermaritzburg and show attendances at past shows, we conservatively estimate an attendance of 85 000 people.

Besides the exiting exhibits from India, live radio broadcasts, restaurant and entertainment, the public will be able to view and purchase the latest products and services from over 100 exhibits. These will cover a vast range of product types and industries, from Furnishings to Business, Travel, Fashion, Gold and Silver, Food and Drink, Education, Sound and Electronics, Gifts, Crafts, to traditional Silks and Sarees.

The Organisers have invited numerous Charity and Welfare Organisations to participate in MELA INDIA and the main competition will help raise funds for the causes supported by these groups.

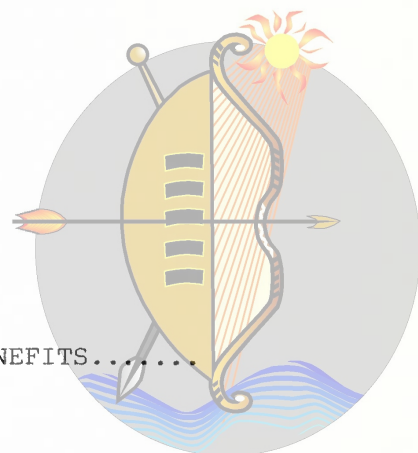


## MARKETING

Our Promotional Budget for MELA INDIA has been set at R30 000,00.

### EXPENDITURE WILL ENCOMPASS:

- \* Street and Store Posters;
- \* Newspaper advertising;
- \* Radio commercials;
- \* Publicity through our own Public Relations division;
- \* Editorials and Advertorials in the Durban daily and week-end newspapers;
- \* Competitions;
- \* The presence of Radio Lotus for the duration of the show.



BENEFITS.....

## BENEFITS

### a) PUBLIC RELATIONS

The Show provides a natural platform from which to enhance the image of your Company and its Services. Companies will have the opportunity to project the human element in their Business, by meeting the public face-to-face in a no-threat environment and generally winning goodwill.

### b) SALES PROMOTION

MELA INDIA provides a unique opportunity for sales promotion. It gives prospective clients the opportunity to experience the services through visual and personal demonstration, which is not possible when using conventional media.

### c) ADVERTISING

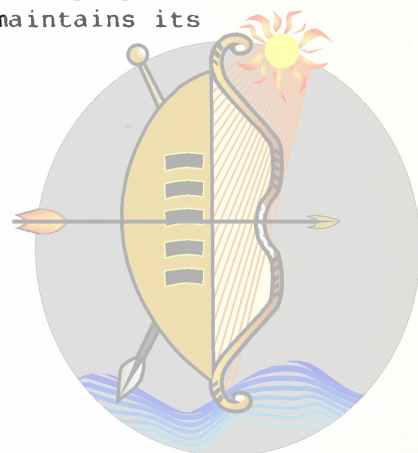
Compared to all other media, Exhibitions have proved to be extremely cost-effective. Our layout and design ensure high impact for every stand. The Show is a multi-dimensional promotional channel, achieving Public Relations, Sales Promotions, Market Research, Advertising and Personal Selling goals. No other medium can offer all these functions and at the same time give your Company the opportunity to complete the sale.

### d) MARKET RESEARCH

Every marketing man knows the importance of researching the opinions of the consumer, i.e. attitudes towards the Company, product or service, etc., and as an Exhibition provides the opportunity to meet the consumer personally, it is a simple yet vital function to actively gauge market opinions which could assist your Company in the development of effective marketing strategy.

### e) COMPETITIVE PRESENCE

By being associated with the upmarket MELA INDIA, your Company not only enhances its corporate and product image, but maintains its competitive presence in the marketplace.



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